

KANSAS RAPE PREVENTION AND EDUCATION

TERMS AND DEFINITIONS

ASSESSMENT

Estimation of the relative magnitude, importance, or value of an issue or problem.

Examples: Literature review; Survey; Data Collection; Listening Sessions; Focus Groups

ATTITUDES

A relatively constant feeling, predisposition, or set of beliefs directed toward an object, person, or situations.

Example: Women who walk alone at night deserve to be raped

BEHAVIOR

An action that has a specific frequency, duration, and purpose, whether conscious or unconscious.

Examples: Fighting; Bullying; Carrying a weapon; Teasing

BELIEF

A statement or proposition, declared or implied, that is emotionally and/or intellectually accepted as true by a person or group.

Examples: “There is nothing we can do about it”; “Boys will be boys”

COLLABORATION

A process through which parties can see different aspects of a problem and can constructively explore their differences and search for solutions that go beyond their own limited vision of what is possible.

(Taken from: Collaborating: Finding Common Ground for Multi Party Problems, Barbara Gray, 1989)

Examples: Coalition, Task Force, Advisory Council, Network

COMMUNITY

A collective of people identified by common values and mutual concern for the development and well-being of their group or geographical area.

Examples: City; County

CURRICULUM

A scientific based, and researched course of study.

ENVIRONMENT

The totality of social, biological, and physical circumstances surrounding a defined quality of life, health, or behavioral goal or problem.

Examples: School; Home; Community

EVALUATION METHODS

FORMATIVE EVALUATION (before programmatic activities begin)

Any combination of measurements obtained and judgments made before or during the implementation of materials, methods, activities, or programs to control, assure, or improve the quality of performance or delivery. Usually occurs while the program is being developed.

Examples: Literature search; Expert opinion; Listening sessions; Public forum

PROCESS EVALUATION (during program implementation)

The assessment of policies, materials, personnel, performance, quality of practice or services, and other inputs and implementation experiences. Research to determine how well the program is operating.

Examples: Are deadlines being met? Is the policy being implemented? Are the participants comprehending the materials?

IMPACT EVALUATION (short-term evaluation)

The assessment or measurement of program effects on intermediate objectives.

Research on how well a program is meeting its goals of changes in people's knowledge, attitudes, beliefs, behaviors or environments.

Example: Pre/Post Test Measures

OUTCOME EVALUATION (long-term evaluation)

Assessment of the effects of a program on the ultimate objectives, including changes in health and social benefits or quality of life. Research to determine how well programs succeeded in achieving their ultimate objective of reducing morbidity and mortality.

Example: Pre-test/ 6 months Post-test/ 12 months Post-test

IMPLEMENTATION

The act of converting program objectives into actions.

INTERVENTION

The method, device, or process used to prevent an undesirable outcome. The part of a strategy, incorporating method and technique, that actually reaches a person or population.

Examples: Implementing a bullying prevention curriculum; Increasing community awareness through a media campaign; Conducting a sexual harassment workshop for school faculty and personnel

LISTENING SESSIONS

An informal version of the focus group. A group of people openly discuss their responses to a series of questions or statements.

LONGITUDINAL

An intervention or program that is implemented over an extended period of time.

MEDIA ADVOCACY

Using the mass media to increase public awareness and to motivate action on an issue or idea. It includes developing relationships with media outlets to educate and inform them about an issue or cause and as a result, creating a relationship that leads to better informed stories that impart an accurate or favorable message to the public.

Examples: Public Service Announcements; Letters to the editor; Media campaign

NETWORKING

Establishing contacts for the purpose of exchanging information or services

POINT-IN-TIME PRESENTATION

Presentations focused on increasing awareness or changing knowledge. Does not include follow-up.

PLANNING

The process of defining needs, establishing priorities, diagnosing causes of problems, assessing resources and barriers, and allocating resources to achieve objectives.

PROGRAM PLAN

A set of planned activities occurring over time designed to achieve specified objectives.

GOALS/MISSION

A concise statement, preferably one sentence, that describes the overriding goal of the project. The mission statement should answer WHAT you want to do with your project and WHY you want to do it.

Example: To create an environment of zero-tolerance for all types of violence.

OBJECTIVES

The specific and measurable results you will accomplish with the project. Each objective should identify a date by when it will be accomplished.

Example: By December 2001, a community coalition will have developed a comprehensive plan to attain the mission.

STRATEGIES

Identifies HOW you are going to meet your projects mission and objectives.

Example: A coalition comprised of school personnel, community members, university faculty and staff, representatives from the faith community, social service agencies, students, businesses, and other individuals and organizations who have an interest in preventing sexual violence will be formed to provide guidance on developing a comprehensive plan.

ACTION ITEMS

A break down of the strategies into individual STEPS and identify a date by when each step will be accomplished.

Example: By December 2001, the project director will identify members and compile addresses.

PROGRAM POPULATION

The target audience for the program plan.

Example: Residents of ABC County or XYZ City

INTERVENTION POPULATION

The target audience receiving the intervention.

Examples: Males in XYZ Middle School; At-risk Females/Males in ABC High School

PUBLIC HEALTH MODEL**Primary Prevention (pre-injury)**

Activities that prevent the health-related problem from ever occurring.

Examples: Programs that facilitate acceptance of sexual responsibility by males; Programs that teach potential abusers to recognize early warning signs and get help

Secondary Prevention (injury)

Early treatment for a health-related problem

Examples: Services for survivors soon after they have been attacked; SANE/SART

Tertiary Prevention (post-injury)

Treatment for a well-entrenched health problem

Examples: Treatment for adults who disclose childhood sexual abuse; Treatment for convicted sex offenders to keep them from re-offending; Medical treatment for a rape victim

RISK FACTORS

Characteristics of individuals (genetic, behavioral, environmental exposures, and socio cultural living conditions) that increase the probability that they will experience a disease or specific cause of death.

SURVEILLANCE

On-going systematic collection of data used to monitor and track trends, estimate the magnitude of a program or health-related problem, and provide centralized or standardized information.

SOURCES: The following were used to compile the list of terms and definitions.

1) Green, Lawrence and Kreuter, Marshall. (1991)

Health Promotion Planning An Educational and Environmental Approach
Mountain View, CA: Mayfield Publishing Company

2) National Center for Injury Prevention and Control, Centers for Disease Control. (1998)

Demonstrating Your Program's Worth A Primer on Evaluation for Programs to Prevent Unintentional Injury

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